

Valentine's

FUN FACTS

TOP PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
JEWELRY	\$5.5 BILLION	21%
EVENING OUT	\$4.4 BILLION	32%

U.S. VALENTINE'S DAY SPENDING



145 MILLION

Valentine's Day cards are exchanged



VALENTINE

Four states, including Arizona, Nebraska, Texas and Virginia, have cities named Valentine.



52%

Of those in the U.S. plan to celebrate Valentine's Day.



57%

Of people planned on purchasing candy.



\$192.80

Average expected spending on Valentine's Day, up 10% from last year.



\$25.9 BILLION

Planned spending on Valentine's Day in the U.S. in 2023.

MISSOURI FACTS



21

The estimated number of chocolate candy manufacturers in Missouri in 2021, employing 569 workers with an average weekly wage of \$924.



#1

Teachers receive the most Valentine's Day cards each year, followed by children, mothers and wives.



\$2.26 MILLION

in fresh cut flowers imported in 2021, with Canada and Ecuador the top countries importing flowers.



\$10.6 MILLION

Amount of chocolate and candy exported from Missouri to other countries in 2021.



Hallmark Cards is the number one greeting card manufacturer in the United States and makes its home in Kansas City, Missouri.